

2nd Doctoral Workshop on Historical Methods in Marketing Scholarship

Held in conjunction with the 17th Biennial Conference on Historical Analysis and Research in Marketing (CHARM)

RMS Queen Mary, Long Beach Harbor, California (USA)

May 27-28, 2015

*Dr. Maria Kalamas, Doctoral Workshop Chair
Kennesaw State University (USA)*

Doctoral Workshop Program

May 27, 2015

- **6:30 – 9:00 PM Welcome / Meet-and-greet / Dinner**
(Chelsea Chowder House & Bar, Promenade Deck)
 - Open to all Doctoral Workshop participants
(i.e., presenters, doctoral students, and attendees)
 - Presenters and attendees: meal is not included
 - Doctoral students: meal is included

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**Dr. Eric H. Shaw, Professor of Marketing
Florida Atlantic University (USA)**



**Michael J. Coles College of Business
Kennesaw State University (USA)**

May 28, 2015

- **7:30 – 9:00 AM Continental Breakfast (Promenade Café, Promenade Deck)**
 - Please use vouchers

- **9:00 – 10:30 AM Three Teaching Sessions with Q&A (approx. 30 min. each) (Regent Room, Promenade Deck)**
 - Dr. Blaine Branchik, Quinnipiac University (USA):
 - “Marketing History 101”
 - Dr. D.G. Brian Jones, Quinnipiac University (USA)
and Dr. Mark Tadajewski, University of Durham (UK):
 - “The History of Marketing Thought”
 - Dr. Ronald Fullerton, California State University-Northridge (USA):
 - “Methodology”

- **10:30 – 11:00 AM Coffee and Tea Break (Midship Marketplace, Promenade Deck)**
 - Please use vouchers

- **11:00 AM – 12:30 PM Three Teaching Sessions with Q&A (approx. 30 min. each) (Regent Room, Promenade Deck)**
 - Dr. Charles Ingene, University of Oklahoma (USA)
and Dr. Maria Kalamas, Kennesaw State University (USA):
 - “Retail Evolution”
 - Dr. David Clampin, Liverpool John Moores University (UK):
 - “Marketing History from a Historian’s Perspective”
 - Dr. Jayne Krisjanous, Victoria University of Wellington (New Zealand):
 - “A Day Out Fishing: Searching for the Ultimate Catch in the Archives”

- **12:30 – 1:45 PM Lunch (Board Room, Promenade Deck)**

May 28, 2015 (continued)

- **1:45 – 3:15 PM Three *Feedback* Sessions with Q&A (approx. 30 min. each)**
(Regent Room, Promenade Deck)
 - Jessica Borge, University of London (UK):
 - “Communicating Contraception in the Age of the Pill”
 - Keith Gori, Heriot-Watt University (UK):
 - “Consumer Identity on the Second World War British Home Front”
 - Justin Hall, Florida Atlantic University (USA):
 - “An Historically Based Definition of Marketing”

- **3:15 – 3:45 PM Coffee and Tea Break (Midship Marketplace, Promenade Deck)**
 - Please use vouchers

- **3:45 – 5:15 PM Three *Feedback* Sessions with Q&A (approx. 30 min. each)**
(Regent Room, Promenade Deck)
 - Patrick Luciano, Université Paris-Dauphine (France):
 - “The Dynamics of Market Orientation in the French Telecommunication Industry, 1963-1998”
 - Thomas Mollanger, Université de Bordeaux (France):
 - “Promoting its Brandy. The Development of Branding and Marketing of the Firm Hennessy over the Long-run (1765-1970)”
 - Rhodora Vennarucci, University at Buffalo, SUNY (USA):
 - “The Development of Fixed-Point Retailing in Ancient Rome”

- **Adjournment (meet up with CHARM attendees for opening reception)**

- **4:30 – 6:30 PM CHARM Registration (Verandah Grill, Sun Deck)**
- **6:30 – 9:00 PM CHARM Welcome Reception (Verandah Grill, Sun Deck)**